Parliament 2/25/97 Mailing
12/11/96 Schedule

ID	Task Name	Duration	Start	Finish	Deliverables	Responsibility	% Completed
1	Send out advance notification of upcoming mailing thought to involve response modeling; request initial meeting	1d	Mon 11/25/96	Mon 11/25/96	e-mail introducing mailing and requesting meeting (enclose agenda)	PM DM	0%
2	Develop preliminary schedule; include meeting dates to discuss "grid" report (who gets mailed) and "audience" report (what gets mailed to whom), and to present new model	10d	Tue 11/26/96	Mon 12/9/96	need preliminary schedule to bring to kick-off meeting	PM DM	0%
3	Meet to discuss program objectives, strategy, key dates, etc.	1d	Tue 12/10/96	Tue 12/10/96	decide whether new model(s) needed (among other things)	PM DM	0%
4	Issue project schedule	1d	Wed 12/11/96	Wed 12/11/96	project schedule	PM DM	0%

2072404812

Source: https://www.industrydocuments.ucsf.edu/docs/gkpm0004

Parliament 2/25/97 Mailing
12/11/96 Schedule

ID	Task Name	Duration	Start	Finish	Deliverables	Responsibility	% Completed
5	Pull first set of scoring ASIT file(s)	2d	Thu 12/12/96	Fri 12/13/96	e-mail describing what was pulled	LBCo. Database	0%
6	QC first set of ASIT file(s) pulled for scoring	1d	Mon 12/16/96	Mon 12/16/96	e-mail stating that ASIT files were generated and counts appear correct	LBCo. Database	0%
7	Score first set of ASIT file(s)	5d	Tue 12/17/96	Mon 12/23/96	flat file containing name-control number, score(s); QC reports showing [1] univariate distributions of model variables, [2] score distribution analysis, [3]	MSA	0%
8	Review QC reports for first set of scored ASIT file(s)	1d	Tue 12/24/96	Tue 12/24/96	communication that ASIT file(s) check out	M&SI	0%

2072404813

Source: https://www.industrydocuments.ucsf.edu/docs/gkpm0004

Parliament 2/25/97 Mailing
12/11/96 Schedule

ID	Task Name	Duration	Start	Finish	Deliverables	Responsibility	% Completed
9	Create standard response grid for QC purposes	2d	Thu 12/26/96	Fri 12/27/96	Standard grid	RIC	0%
10	Approve standard response grid	1d	Mon 12/30/96	Mon 12/30/96	communication that model appears to be rank-ordering properly	M&SI	0%
11	Prepare custom response grid instructions (optional)	1d	Tue 12/31/96	Tue 12/31/96	set of instructions	LBCo. Database	0%
12	Write code for custom response grid (optional)	3d	Thu 1/2/97	Mon 1/6/97	code	RIC	0%

2072404814

Source: https://www.industrydocuments.ucsf.edu/docs/gkpm0004

Parliament 2/25/97 Mailing
12/11/96 Schedule

ID	Task Name	Duration	Start	Finish	Deliverables	Responsibility	% Completed
13	Create custom response grid (optional)	2d	Tue 1/7/97	Wed 1/8/97	grid report	RIC	0%
14	Format and distribute custom response grid for individual review	2d	Thu 1/9/97	Fri 1/10/97	grid report with cover memo	LBCo. Database,PM DM	0%
15	Review grid report individually	1d	Mon 1/13/97	Mon 1/13/97	feedback on final selection criteria	LBCo. Database,PM DM,M&SI,MSA,Brand,LE Client Services	0%
16	Meet to finalize audience selection; confirm offer versioning	1d	Tue 1/14/97	Tue 1/14/97		PM DM	0%

2072404815

Source: https://www.industrydocuments.ucsf.edu/docs/gkpm0004

Parliament 2/25/97 Mailing
12/11/96 Schedule

ID	Task Name	Duration	Start	Finish	Deliverables	Responsibility	% Completed
17	Finalize bucketing instructions for Richmond	1d	Wed 1/15/97	Wed 1/15/97	bucketing instructions	LBCo. Database	0%
18	Create mail tape	5d	Thu 1/16/97	Wed 1/22/97	mail tape	RIC	0%
19	QC mail tape	2d	Thu 1/23/97	Fri 1/24/97	e-mail stating that counts and profiles of cells look appropriate	LBCo. Database	0%
20	Ship mail tape to letter shop	1d	Mon 1/27/97	Mon 1/27/97	communication stating that tapes have been shipped	RIC	0%

207240816

Source: https://www.industrydocuments.ucsf.edu/docs/gkpm0004

Parliament 2/25/97 Mailing
12/11/96 Schedule

ID	Task Name	Duration	Start	Finish	Deliverables	Responsibility	% Completed
21	QC mail tape test dump	5d	Tue 1/28/97	Mon 2/3/97	confirm tape in proper format, OCR's check, consumers in appropriate cells	LBCo. Database	0%
22	Print Production	15d	Tue 2/4/97	Mon 2/24/97			0%
23	Drop Mail	0d	Tue 2/25/97	Tue 2/25/97	communication stating that mail has been dropped	LBCo. Client Services	0%

207240481?

Source: https://www.industrydocuments.ucsf.edu/docs/gkpm0004